

Week of July 21	
<input checked="" type="checkbox"/> Develop news bureau and media response protocol	K&A
<input checked="" type="checkbox"/> Revise plan summary to clarify role of "public involvement"	D&B
<input checked="" type="checkbox"/> Begin developing information kit tailored for lay audiences	K&A
<input checked="" type="checkbox"/> Establish regular e-mail or other fast communication method with members of the PA Advisory Group	CALFED
<input type="checkbox"/> Develop one-page summaries to accompany documents distributed to the Public Affairs Advisory Group members, stakeholders and others	CALFED
Week of July 28	
<input type="checkbox"/> Develop a monthly fax update format; build distribution list	CALFED
<input type="checkbox"/> Contact stakeholder organizations and others to request that they include a link to the CALFED web site on their pages	CALFED
<input type="checkbox"/> Provide list of additional recommended organizations to Bob M to check against CALFED database	K&A
Week of August 4	
<input type="checkbox"/> Draft introductory letter for those organizations not previously involved in the CALFED process	K&A
<input type="checkbox"/> Refine messages based on input from PA Advisory Group, CALFED staff, etc.	CALFED D&B K&A
<input type="checkbox"/> Identify public information meetings, workshops, scoping meetings, work groups and BDAC meetings for master calendar	CALFED
<input type="checkbox"/> Include expanded master calendar of meetings on web site	CALFED
<input type="checkbox"/> Draft articles, announcements, invitations and advertisements for HCP scoping meetings to be held in September	CALFED
<input type="checkbox"/> Assist CALFED staff to utilize the hotline through scripted updates and information for the outgoing message; CALFED staff to follow-up on messages	K&A
<input type="checkbox"/> Identify CALFED staff or BDAC members who will be available to make public presentations	CALFED
<input type="checkbox"/> Determine if exhibits/displays are available for use at industry events, DEIR/S open houses, pre-release meetings, etc.; begin to create them if they are not currently available or make duplicates if necessary	CALFED
<input type="checkbox"/> Update web site	CALFED
Week of August 11	
<input type="checkbox"/> Submit draft public presentation binder and material for CALFED staff to review/revise	K&A
<input type="checkbox"/> Review/revise public presentation	CALFED D&B K&A

updated 08/08/97

1


Impact Analysis

Pre-Final EIR/EIS

Preferred Alternative

Final EIR/EIS
DEIR/S Review

<input type="checkbox"/> Plan presentation training/message review session for spokespeople and schedule for last week of August/early September	D&B
<input type="checkbox"/> Coordinate BDAC/water industry communications efforts	CALFED
<input type="checkbox"/> Meet with PA Advisory Group; reach agreement on enlisting their assistance to implement specific public affairs activities at the local level	CALFED D&B K&A
<input type="checkbox"/> Write and distribute to PA list summary of Monday PM meeting and schedule updates	CALFED
<input type="checkbox"/> Display and informational materials for SF Bay Model during open house, Sausalito Art Festival through September 2	CALFED
<input type="checkbox"/> Plan meeting to discuss targets/ideas for regional events that will coincide with editorial board meetings	CALFED
Week of August 18	
<input type="checkbox"/> Begin scheduling speaking engagements for spokespeople (first presentations begin mid-September)	D&B K&A
<input type="checkbox"/> Draft initial template articles for distribution to targeted groups that publish newsletters and stakeholders (articles need to focus on informing the reader about the program status and solicit their involvement/comments)	D&B
<input type="checkbox"/> Begin preparing updated media kit	D&B
<input type="checkbox"/> Finalize and distribute first one-page update mailing	CALFED
<input type="checkbox"/> Begin planning media visits/site tours	D&B K&A
<input type="checkbox"/> Develop list of potential pre-DEIR/S release media story angles	D&B K&A
<input type="checkbox"/> Distribute monthly fax update to stakeholders and interested parties	CALFED
<input type="checkbox"/> Notify stakeholders, PA Advisory Group, BDAC of dates and location for pre-release meetings	CALFED
<input type="checkbox"/> Plan pre-release meetings; coordinate with PA Advisory Group and agency PIOs	CALFED
<input type="checkbox"/> Walnut Grove Community Center	CALFED
<input type="checkbox"/> Prepare publicity, template articles, press release drafts for the pre-release meetings	CALFED
Week of August 25	
<input type="checkbox"/> Plan activities to support public meetings/hearings such as display ads, information materials or presentation, and meeting facilitators/recorders	CALFED
<input type="checkbox"/> Begin drafting opinion articles to be tailored to each region/audience and distribute as appropriate	D&B K&A
<input type="checkbox"/> Hold initial presentation skills training/message review session for spokespeople	D&B
<input type="checkbox"/> Assess concept of holding D.C. media briefing to coincide with the release of the DEIR/S or key congressional votes	CALFED
<input type="checkbox"/> Walnut Grove Rotary Luncheon on August 25	CALFED
<input type="checkbox"/> Continue scheduling presentations	D&B K&A
Week of September 1	
<input type="checkbox"/> Begin scheduling editorial board briefings	D&B K&A
<input type="checkbox"/> Distribute media information regarding the DEIR/S; follow-up with reporters	CALFED



Impact Analysis



Pre-Final EIR/EIS



Preferred Alternative



Final EIR/EIS

DEIR/S Review

updated 08/08/97

2

<input type="checkbox"/> Continue scheduling presentations	D&B K&A
<input type="checkbox"/> Update web site	CALFED
Week of September 8	
<input type="checkbox"/> Plan federal legislators briefing	CALFED
<input type="checkbox"/> Develop plan for outreach to Sacramento legislators	D&B
<input type="checkbox"/> Plan Sacramento media briefing	D&B
<input type="checkbox"/> Draft PSAs for DEIR/S release	K&A
<input type="checkbox"/> Begin media visits/site tours	D&B K&A
<input type="checkbox"/> Begin making presentations and continue an aggressive schedule of public presentations through December	CALFED D&B K&A
<input type="checkbox"/> Continue scheduling presentations	D&B K&A
<input type="checkbox"/> Continue scheduling editorial board briefings	D&B K&A
Week of September 15	
<input type="checkbox"/> Distribute pre-release meeting announcements	CALFED
<input type="checkbox"/> Revise/update key messages/speaking points	CALFED D&B K&A
<input type="checkbox"/> Begin drafting next one-page update	CALFED
<input type="checkbox"/> Begin distributing PSAs for DEIR/S release	CALFED
<input type="checkbox"/> Continue scheduling/making presentations	D&B K&A
<input type="checkbox"/> Continue media visits/site tours	D&B K&A
<input type="checkbox"/> Display for Regional Council of Rural Countries	CALFED
<input type="checkbox"/> Continue scheduling editorial board briefings	D&B K&A
Week of September 22	
<input type="checkbox"/> Hold federal legislators briefing (TBD)	CALFED
<input type="checkbox"/> Outreach to Sacramento legislators regarding DEIR/S release date, pre-release meetings, etc.	CALFED
<input type="checkbox"/> Hold Sacramento media briefing	D&B
<input type="checkbox"/> Continue making presentations	D&B K&A
<input type="checkbox"/> Continue media visits/site tours	D&B K&A
<input type="checkbox"/> Continue scheduling editorial board briefings	D&B K&A
Week of September 29	
<input type="checkbox"/> Hold media/speakers training update	D&B
<input type="checkbox"/> Begin developing lay-person's summary of DEIR/S	K&A
<input type="checkbox"/> Continue scheduling/making presentations	D&B K&A

updated 08/08/97



Impact Analysis



Pre-Final EIR/EIS



Preferred Alternative



Final EIR/EIS



DEIR/S Review

<input type="checkbox"/> Continue media visits/site tours	D&B K&A
<input type="checkbox"/> Continue scheduling editorial board briefings	D&B K&A
October '97	
<input type="checkbox"/> Update web site	CALFED
<input type="checkbox"/> Begin planning Sacramento or Delta location media event to coincide with release of DEIR/S	D&B
<input type="checkbox"/> Plan talk radio (or television public affairs program) outreach	K&A
<input type="checkbox"/> Plan site tour for elected officials	D&B
<input type="checkbox"/> Finalize and distribute next one-page update mailing	CALFED
<input type="checkbox"/> Conduct up to 8 pre-release meetings to be coordinated by PA advisory group/agency PIOs	CALFED
<input type="checkbox"/> Distribute public notice for DEIR/S review	CALFED
<input type="checkbox"/> Draft and place guest opinion articles with stakeholder by-lines	D&B K&A
<input type="checkbox"/> Continue developing lay-person's guide of DEIR/S	K&A
<input type="checkbox"/> Begin scheduling one-on-one meetings with key project allies	D&B K&A
<input type="checkbox"/> Continue making presentations	D&B K&A
<input type="checkbox"/> Continue media visits/site tours	D&B K&A
<input type="checkbox"/> Coordinate participation in targeted industry events	K&A
<input type="checkbox"/> AWRA convention in San Diego display	CALFED
<input type="checkbox"/> Continue scheduling editorial board briefings	D&B K&A
November '97	
<input type="checkbox"/> Update web site	CALFED
<input type="checkbox"/> Hold Sacramento or Delta location media event	D&B
<input type="checkbox"/> Hold editorial board briefings in major media markets	D&B K&A
<input type="checkbox"/> Finalize, produce and distribute lay-person's guide to DEIR/S	K&A
<input type="checkbox"/> Hold site tour for elected officials	D&B
<input type="checkbox"/> Begin drafting next one-page update tailored to each audience	CALFED
<input type="checkbox"/> ACWA conference in Long Beach Convention Center display	CALFED
<input type="checkbox"/> Continue holding one-on-one meetings with key project allies	D&B K&A
<input type="checkbox"/> Continue making presentations	D&B K&A
<input type="checkbox"/> Continue coordinating participation in targeted industry events	K&A
<input type="checkbox"/> Continue media visits/site tours	D&B K&A



Impact Analysis



Pre-Final EIR/EIS



Preferred Alternative



Final EIR/EIS

DEIR/S Review

updated 08/08/97

4

December '97	
<input type="checkbox"/> Update web site	CALFED
<input type="checkbox"/> Begin planning public hearings	CALFED D&B K&A
<input type="checkbox"/> Finalize and distribute next one-page update mailing	CALFED
<input type="checkbox"/> Schedule and hold talk radio interviews	K&A
<input type="checkbox"/> Continue holding one-on-one meetings with key project allies	D&B K&A
<input type="checkbox"/> Continue making presentations	D&B K&A
<input type="checkbox"/> Continue coordinating participation in targeted industry events	K&A
January '98	
<input type="checkbox"/> Update web site	CALFED
<input type="checkbox"/> Hold public hearings	CALFED
<input type="checkbox"/> Schedule and hold talk radio interviews	K&A
<input type="checkbox"/> Begin drafting next one-page update tailored to each audience	CALFED
<input type="checkbox"/> Plan speakers/media training update	D&B
<input type="checkbox"/> Continue holding one-on-one meetings with key project allies	D&B K&A
<input type="checkbox"/> Continue making presentations	D&B K&A
<input type="checkbox"/> Continue coordinating participation in targeted industry events	K&A
February '98	
<input type="checkbox"/> Update web site	CALFED
<input type="checkbox"/> Update messages/speaking points	CALFED D&B K&A
<input type="checkbox"/> Finalize and distribute next one-page update mailing	CALFED
<input type="checkbox"/> Hold presentation/media training update	D&B
<input type="checkbox"/> Hold next round of editorial board briefings	D&B K&A
<input type="checkbox"/> Update elected officials on DEIR/S process	CALFED
<input type="checkbox"/> Continue holding one-on-one meetings with key project allies	D&B K&A
<input type="checkbox"/> Continue making presentations	D&B K&A
<input type="checkbox"/> Continue coordinating participation in targeted industry events	K&A
March '98	
<input type="checkbox"/> Update web site	CALFED
<input type="checkbox"/> Evaluate outreach strategy, revise	CALFED
<input type="checkbox"/> Begin drafting next one-page update tailored to each audience	CALFED
<input type="checkbox"/> Continue holding one-on-one meetings with key project allies	D&B K&A

updated 08/08/97

5



Impact Analysis



Pre-Final EIR/EIS



Preferred Alternative



Final EIR/EIS

DEIRIS Review

<input type="checkbox"/> Continue making presentations	D&B K&A
<input type="checkbox"/> Continue coordinating participation in targeted industry events	K&A
April '98	
<input type="checkbox"/> Update web site	CALFED
<input type="checkbox"/> Finalize and distribute next one-page update mailing	CALFED
<input type="checkbox"/> Continue holding one-on-one meetings with key project allies	D&B K&A
<input type="checkbox"/> Continue making presentations	D&B K&A
<input type="checkbox"/> Continue coordinating participation in targeted industry events	K&A
May '98	
<input type="checkbox"/> Update web site	CALFED
<input type="checkbox"/> Begin drafting next one-page update tailored to each audience	CALFED
<input type="checkbox"/> Continue holding one-on-one meetings with key project allies	D&B K&A
<input type="checkbox"/> Continue making presentations	D&B K&A
<input type="checkbox"/> Continue coordinating participation in targeted industry events	K&A
June '98	
<input type="checkbox"/> Update web site	CALFED
<input type="checkbox"/> Finalize and distribute next one-page update mailing	CALFED
<input type="checkbox"/> Continue holding one-on-one meetings with key project allies	D&B K&A
<input type="checkbox"/> Continue making presentations	D&B K&A
<input type="checkbox"/> Continue coordinating participation in targeted industry events	K&A
July '98	
<input type="checkbox"/> Update web site	CALFED
<input type="checkbox"/> Begin drafting next one-page update tailored to each audience	CALFED
<input type="checkbox"/> Continue holding one-on-one meetings with key project allies	D&B K&A
<input type="checkbox"/> Continue making presentations	D&B K&A
<input type="checkbox"/> Continue coordinating participation in targeted industry events	K&A
August '98	
<input type="checkbox"/> Update web site	CALFED
<input type="checkbox"/> Finalize and distribute next one-page update mailing	CALFED
<input type="checkbox"/> Continue holding one-on-one meetings with key project allies	D&B K&A
<input type="checkbox"/> Continue making presentations	D&B K&A
<input type="checkbox"/> Continue coordinating participation in targeted industry events	K&A
September '98	
<input type="checkbox"/> Update web site	CALFED
<input type="checkbox"/> Begin drafting next one-page update tailored to each audience	CALFED
<input type="checkbox"/> Update web page	CALFED

updated 08/08/97

6



Impact Analysis



Pre-Final EIR/EIS



Preferred Alternative



Final EIR/EIS



DEIRIS Review

<input type="checkbox"/> Update messages/speaking points	CALFED D&B K&A
<input type="checkbox"/> Hold speakers/media training update	D&B
<input type="checkbox"/> Continue holding one-on-one meetings with key project allies	D&B K&A
<input type="checkbox"/> Continue making presentations	D&B K&A
<input type="checkbox"/> Continue coordinating participation in targeted industry events	K&A
October '98	
<input type="checkbox"/> Update web site	CALFED
<input type="checkbox"/> Finalize and distribute next one-page update mailing	CALFED
<input type="checkbox"/> Continue holding one-on-one meetings with key project allies	D&B K&A
<input type="checkbox"/> Continue making presentations	D&B K&A
<input type="checkbox"/> Continue coordinating participation in targeted industry events	K&A



Impact Analysis



Pre-Final EIR/EIS



Preferred Alternative



Final EIR/EIS



DEIR/S Review

updated 08/08/97

7